

BUSINESSES

GUIDELINES FOR CONTRIBUTORS TO THE *HANDBOOK OF TEXAS ONLINE*

The following guidelines are intended for contributors writing articles about businesses in Texas. Not every item listed is necessarily applicable to every subject, and writers are encouraged to include information unique to their entries. The order of these items should generally follow the sequence outlined below, but may vary somewhat as the subject demands.

The *Handbook* is meant to serve as the principal reference work for all significant aspects of Texas studies and is encyclopedic in scope. All entries should be concise, factual, informative, authoritative, and fully documented.

- I. Identification
 - A. Name of the business, status as a subsidiary, holding company, joint venture, partnership; is business still in operation under original name?
 - B. Number of Texas outlets or locations of the firm; current headquarters location; subsidiaries
 - C. Products/Services: industry or business area in which the firm operates

- II. Founding
 - A. Inception: how did the company begin, i.e., who, when, how, where?
 - B. Founder: who was it and what recorded statements are available from him about why the business was started; list founder's active membership, offices held, honors awarded in church, civic groups, service clubs, fraternal organizations, trade or professional associations, and positions of community responsibility. Mention contributions to the community and region. (If abundant information is available about the founder's activities *outside the firm*--e.g., private foundation development, personal interests, other business activities--the individual should perhaps be given a separate entry. Contact the managing editor.)
 - C. Financial history: names of significant initial investors or financiers, particularly well-known figures in Texas, representatives of major interests outside Texas (e.g., J. P. Morgan), and those involved in later takeover or buyout attempts. Omit capitalization.
 - D. Date of incorporation, first stock offerings, date at which the company "goes public"

- III. Development
 - A. Significant leaders: CEOs, presidents, chairmen of the board, important managers; did firm continue under family management, or was family involved strictly as investors?
 - B. Critical junctures: major restructurings, acquisitions, changes in ownership, and other events that resulted in significant changes; also moves and relocations
 1. Integration: when did firm diversify into related product lines? (what were they?); purchase raw materials suppliers? develop marketing and distribution outlets? key financial affairs?
 - C. Economic significance: contribution to growth of an industry, growth of big or multinational business, or interregional business relationships; was firm the first in an area or industry? size and relative position in industry based on assets, revenues, employment? is firm considered a major player? what is importance to today's industry in terms of market share or percentage of employment?

- D. Innovation: specialized technologies associated with the firm
 - E. Chronology: rates of growth or shrinkage in sales, employment, product or services, measured by statistical record of assets, inventories, etc. every decade or fifty years; role in World wars I and II
 - F. For defunct businesses: decline and dissolution
 - 1. Causes, date
 - 2. Merger with other business, change of name
- IV. Corporate Culture and Public Relations
- A. Advertising and slogans
 - B. Controversies involving the firm, regulation, EPA and environmental questions, fraudulent business practice
 - C. Labor history: Texas employment statistics, strikes, unionization, special employee programs
 - D. Texas impact: local efforts at philanthropy, public interest projects, etc.

Each entry in the *Handbook* appears over the author's name. We believe that every article will be considered a standard source of information for decades. Because we know that our contributors share our desire to adhere to the most rigorous scholarly standards, we have adopted the policy of checking all factual material to be printed in the new edition. This means that we need specific footnotes, with complete publication information, for all of the facts in an article. We regret the inconvenience which this causes, but only by this double check can we be assured that each entry will be the credit to its author that we wish it to be. Furthermore, the extra effort will ultimately save our small staff hundreds of hours and will earn the heartfelt gratitude of our research assistants.

A brief bibliography should be included with each article. We encourage contributors to list primary as well as secondary sources. The list of works should be highly selective; if possible, it should include recent works of fundamental importance which can lead a reader to further publications, as well as the location of major archival collections.

Please send 2 DOUBLE-SPACED copies of each manuscript. We would prefer to have the entries submitted by email to brett.derbes@tshaonline.org or by mail to the address below on a CD or flash drive in one of the following formats: Word 97 or later (.doc) or for MAC users, Rich Text Format (.rtf).

All articles become the copyrighted property of the Texas State Historical Association when they are received. They will be edited. The association retains the right of disposition of all manuscripts.

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